

Report of the Public and Media Relations (PMR) Subcommittee to the 2017 CIA Plenary

CIA Plenary Agenda Item 21

Friday March 17, 2017

The Public and Media Relations (PMR) Subcommittee was restarted following the 2016 CIA Plenary Meeting.

Initial members were Jan Suchy and Garry Lockyer. Debbie Spaeth was subsequently recruited.

Activities during 2016 included working with FAI on queries about ballooning and publishing several articles (5) before, during and after the 2016 World Hot Air Balloon Championship. Debbie Spaeth and JC Weber contributed photographs and editorial review for these articles. We attempted to produce an article per day or flight and learned that it takes much time and effort! One (or more!) person(s) could easily be consumed covering an event and it is very difficult to do if done in addition to an official's other duties. We need to integrate with an event's media team. Thank you to FAI and Milena Schötzer for being available outside normal business (including on weekends) to get the articles published on fai.org.

As a very small, informal experiment, a Facebook link was added to the 2016 World Hot Air Balloon Championship results web pages. This resulted in about 1.6K Facebook "shares" which while tiny in the world of social media, clearly demonstrated how easily social media can be utilized.

PMR did not meet at the 2017 CIA Meeting to accommodate the scheduling of other presentations / workshops, and in anticipation of changes to (such as the merging of) EDS and PMR. Discussions did not result in proposals for 2017. EDS and PMR will continue the discussions throughout 2017 with the expectation of proposals being made at the 2018 CIA Plenary Meeting. It is generally recognized that EDS and PMR need to work very closely together throughout all phases of event development and operation, and this will be partially achieved by PMR being represented on EDS.

In 2017, PMR will focus on:

1. Working with FAI to understand how we can work better together and to improve and increase CIA content.
2. Working with CIA SCs to help them get their message out (within FAI and externally).
3. Working with event media contacts (as identified on Sanction Applications) to assist them in improving and increasing coverage of their events.
4. Understanding the needs of external media (traditional and "social") so that our current events are more understood and better covered, and that new, simpler events are "media/public friendly."

In summary, the primary focus of PMR will be on enhancing coverage of balloon competition and record achievements with external media organizations and the public.

2017 PMR Subcommittee Membership

Garry Lockyer (CAN) – Chair

Jan Suchy (CZE) - Member

Debbie Spaeth (USA) – Member

Other Interested Persons